



NEWS RELEASE

Contact: Kelly Leon
VP for Communications & Community Relations
513-621-4400 ext 113
513-235-3836 (cell)
kleon@3cdc.org

Date: 29 May 2008

THE SECOND “REDS HOT WEEKEND” OF THE SEASON IS THIS WEEKEND ON FOUNTAIN SQUARE

Welcome Jay Bruce as the Reds take on the Atlanta Braves

With nine straight wins at home and rookie center fielder Jay Bruce in the midst of a spectacular debut, it's time for another “Reds Hot Weekend” to celebrate Cincinnati and the red hot Cincinnati Reds!

All season long, The Cincinnati Reds and 3CDC are teaming up to create seven “Reds Hot Weekend” celebrations from May to September. The first Reds Hot Weekend was May 16-18 against the Cleveland Indians.

Reds Hot Weekend against the Atlanta Braves begins **Friday** at 5 p.m. on Fountain Square with live music by BackBeat, a local rock and blues pop band. Local Reds fans and visitors in town for the games can meet, mingle and gear up for the series before heading down to the ballpark for the 7:10 p.m. game. If you don't have a ticket to the game, stay on the Square for the PNC Summer Music Series on Fountain Square featuring live music from 7 p.m. to midnight. (See www.myfountainsquare.com for a complete PNC Music Series Schedule.)

On **Saturday**, stop by the Square on your way to the 3:55 p.m. game to hear live Gospel Music by the Rapping Minister Gary Ward, Jr. & The Anointed Sons of God. Then come back to the Square after the game for Saturday Night at the Movies on Fountain Square. This week's flicks are “The Rocketeer” at 7:30 p.m. followed by “Top Gun” at 9:30. *(Feel free to bring chairs, blankets, pillows and snacks for Movie Nights, but leave pets and alcoholic beverages at home. Beer, soft drinks and snacks will be sold on the Square.)*

Reds Hot Weekend wraps up **Sunday** on the Square. After the 1:15 p.m. game, join Mr. Redlegs and Rover on Fountain Square along with Reds giveaways, free UDF ice cream and a chance to win tickets to see the Reds play a future game at Great American Ball Park.

Beer and soft drinks will be available for sale on the Square throughout the weekend. Parking is available for all the Reds Hot Weekend games in the Fountain Square Garage for only \$4. And last minute or future tickets may be purchased at the Reds Ticket Kiosk in the Fountain Square Garage elevator lobby, subject to availability.

Upcoming “Reds Hot Weekends” include the following series:

- June 13-15 -vs- Boston Red Sox
- July 18-20 -vs- New York Mets
- July 25-27 -vs- Colorado Rockies
- August 15-17 -vs- St. Louis Cardinals
- Sept. 5-7 -vs- Chicago Cubs

#

#

#

The Cincinnati Center City Development Corporation (3CDC) is a private, non-profit corporation. Its mission is to revitalize Cincinnati's Center City as a regional center of high value employment and real estate by developing a diverse mix of housing, culture and entertainment. It was formed in July 2003 as part of the overall system to increase the effectiveness and efficiency of development activities in the City as recommended by The Cincinnati Economic Development Task Force. 3CDC is funded privately through business contributions, foundations and other philanthropic sources. For more information, visit www.3cdc.org. Fountain Square Management Group, a subsidiary of 3CDC, plans and produces events on Fountain Square. For more information, visit www.myfountainsquare.com.